

Press Contact

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For Immediate Release:

New Health Initiative Uses Faith-Based Organizations to Reduce Diabetes Related Deaths in Camden, New Jersey

CAMDEN, New Jersey – January 14, 2015 – The Camden Coalition of Healthcare Providers (CCHP) releases a request for proposal for faith-based organizations to expand their role in the delivery of health prevention services for Camden's most vulnerable residents. In October 2014, CCHP received a \$300,000 *Faith in Prevention* grant to work with 10 faith-based organizations on reducing populations at risk of diabetes related complications through the implementation of evidence-based strategies.

Funding, in the form of ten mini-grants, will provide each faith-based organization the necessary support to develop a sustainable infrastructure to implement education and health promotion activities aligned with the Faithful Families Eating Smart and Moving More framework.

The need for new preventative measures is eminent as diabetes-related deaths in the city of Camden rises to 47% higher than the state average (per 100,000).

1 While prevalence estimates for chronic diseases are not available for Camden city residents, county level data suggests that 30.9% of adults in Camden County are obese as compared to the 24.6% for all adults in New Jersey. 2 In addition, Camden city resident statics show an occurrence of 34.9 diabetes-related deaths per 100,000 per year while the rate for New Jersey residents was only 23.7.

To reduce the number of Camden residents dying from preventable causes the *Faith in Prevention* initiative will be implemented in two parts. **Part I** will follow an evidence-based model endorsed by the New Jersey Department of Health to help faith communities promote healthy eating and increase physical activity. **Part II** includes utilizing the Camden Health Information Exchange, an existing technology platform developed by CCHP, to identify and provide support to participants entering and exiting the hospital.

*Patients must opt-in to the system in order to be identified. The CHIE will not share any protected health information with congregations; it will contact churches daily with a report of any participating members who have been hospitalized in the last 24 hours.

Faith in Prevention will more deeply connect the traditional health system to one of Camden's most important stakeholders. The initiative will provide a unique opportunity for faith-based organizations (who already have close, established relationships with Camden residents) to enhance traditional methodologies of healthcare delivery models.

The *Faith in Prevention* announcement will be made to the Camden city faith community **Wednesday, January 14, 2015, 6:00 pm – 7:30 pm** at the Camden Coalition of Healthcare Providers located at 800 Cooper Street in Camden, NJ.

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For more information please contact Summer Tatum at statum@camdenhealth.org or call (856) 365-9510 ext 2074.

About the Faith in Prevention Initiative

The *Faith in Prevention* initiative is a \$300,000 grant provided by the New Jersey Department of Health, Division of Family Health Services, Community Health and Wellness Unit. The grant was awarded to the Camden Coalition of Healthcare Providers in October of 2014 to be distributed as 10 mini-grants to selected faith-based organizations in Camden, New Jersey.

About the Camden Coalition of Healthcare Providers

The Camden Coalition of Healthcare Providers (CCHP) is dedicated to serving vulnerable populations with high admissions to hospital emergency rooms. The mission of CCHP is to improve the health status of all Camden residents, by increasing the capacity, quality, and access of care in the city.

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